Public Awareness Campaigns: The Lebanese Experience

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The Lebanese Context

* Availability of multiple media channels : Private /Governmental

* Role of the non governmental sector : during war/after war

* General attitude of the Ministry of Public Health

* The dynamism of the Scientific Societies

* Free economical system of the country

* The information and media law

* The geographical situation of Lebanon

* The agreement between MOH and the advertising and production agencies

Working Team

* Different departments at Lebanese Ministry of Public Health

* Other relevant Ministries : Ministry of Social Affairs, Education, Agriculture

* Lebanese Scientific Orders and Medical Societies : Dietician Society …

* Non Governmental Organizations

* International Organizations :WHO, UNICEF,UNFPA

* Faculties of Public Health, of Advertising, Fine Arts and Education

* Academic and Technical Schools

* Funding authorities : Private/Governmental

* Advertising and Production agencies

* Media channels
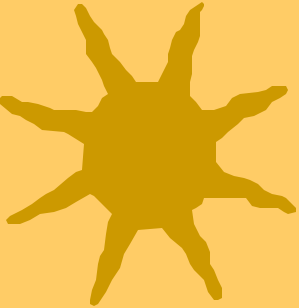
Media campaign

* TV spot

* Radio spot

* Press Ad

* Road and electronic billboard

* Poster

* Press conference to launch the event

* Coverage of different campaign's activities by Media

Education campaign

* Series of slide with support text

* Pamphlet

* Public conference

* Media kit

* Integration of topic in local programs: talk show, documentary, comics

* Interviews in daily newspapers/ magazine articles
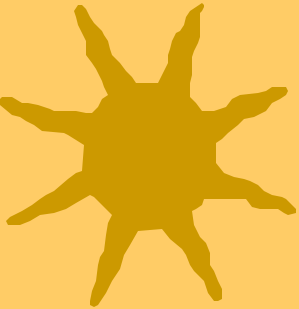
* Training sessions for health workers

Direct Resources

★ Funding Agencies : selection criteria/contact/support

★ International Organization

★ Local Activities

Indirect Resources (1)

* Facilities provided by MOH : General Security/Agreement/Official mailing
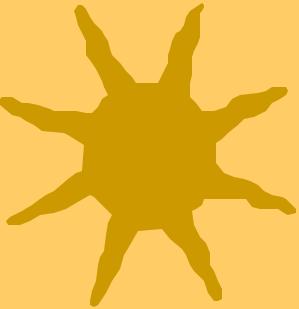
* NGO's human resources

* Scientific Societies

* Educational sector: material design, marketing…

* Clubs : Logistics, conferences…

* Religious leaders : support , promotion and counseling

Indirect Resources (2)

- ★ Private sector : Mailing companies, bakeries, fuel stations

- ★ Embassies

- ★ International Organizations

- ★ Production and advertising agencies

- ★ Media institutions

Community involvement

★ Design and production of media campaign free of charge by advertising agencies

★ Steering committee including representatives from different sectors

★ Different media channel mobilization

★ All locations for conferences were offered free of charge

★ Preparation of educational material

★ Support from local leaders , public figures to encourage people

★ Involvement of students/teachers

★ Free testing offered by drug companies

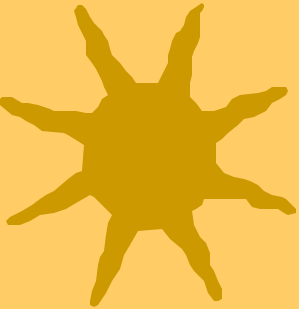# *Major Achievements*

* Introduction of a sensitive topic in an interactive and positive approach

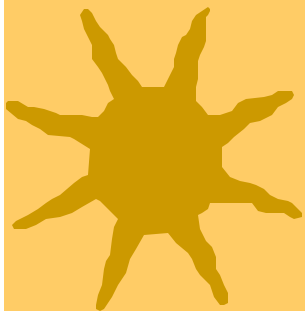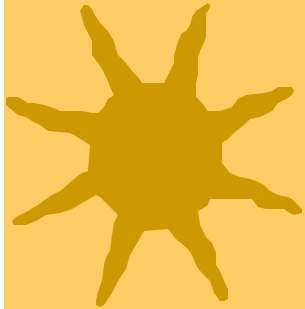* Joint efforts and cooperation between Governmental and NGO sector

* Decrease competition and ownership struggle between ministries

* Involvement of local community in the project at all levels

Major Achievements

★ Involvement of university student in campaign's design and evaluation

★ Production of educational tool in the Arabic language

★ Establishment of a very active network all over the country

★ Generation of scientific data

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Lessons Learned (1)

* More time to need assessments

* Importance of ongoing and final evaluation

* Importance of pre and post testing

* Importance of building upon the established network

* Importance of linking the campaign to a national sustainable program

* Importance of identifying clearly the target group

Lessons Learned (2)

* Importance of involving the working team at different steps: planning, execution, evaluation

* Importance of documenting and saving the educational material

* Importance of clear coordination with media to avoid message contradiction or duplication

* Importance of giving enough time for discussion between scientific and media team

Lessons Learned (3)
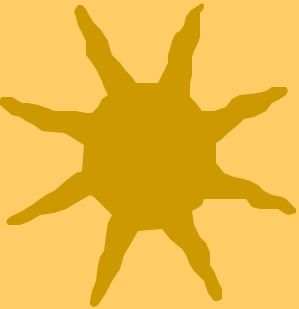
* Importance of studying carefully the budget and budget allocation

* Importance of establishing a calendar for events to avoid overlapping

* Importance of coordination mechanism among relevant parties: resources saving, unified message